

An Integrated Approach to Address Preconception Health in Colorado

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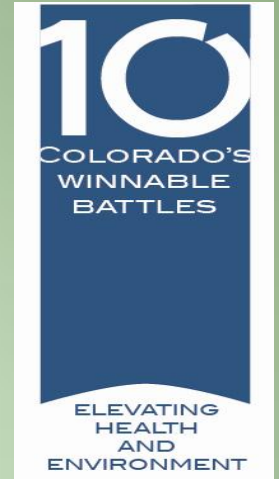
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Objectives

- ◆ Understand Colorado's public health efforts focused on promoting intended pregnancy
- ◆ Understand Colorado's Maternal and Child Health preconception strategies and activities for the coming year
- ◆ Learn how you can be involved in and/or stay informed about these efforts

Colorado's Winnable Battles – Reducing Unintended Pregnancy & Preventing Obesity



- * Reduce the number of teen births
- * Increase use of effective methods of birth control among sexually active adults and teens
- * Decrease the percentage of Colorado adults who are overweight or obese to 50 percent

CO Maternal & Child Health Priority: Preconception Health



Promote preconception health among women and men of reproductive age with a focus on intended pregnancy and healthy weight.



Percentage of sexually active women and men ages 18-44 using an effective method of birth control to prevent pregnancy.

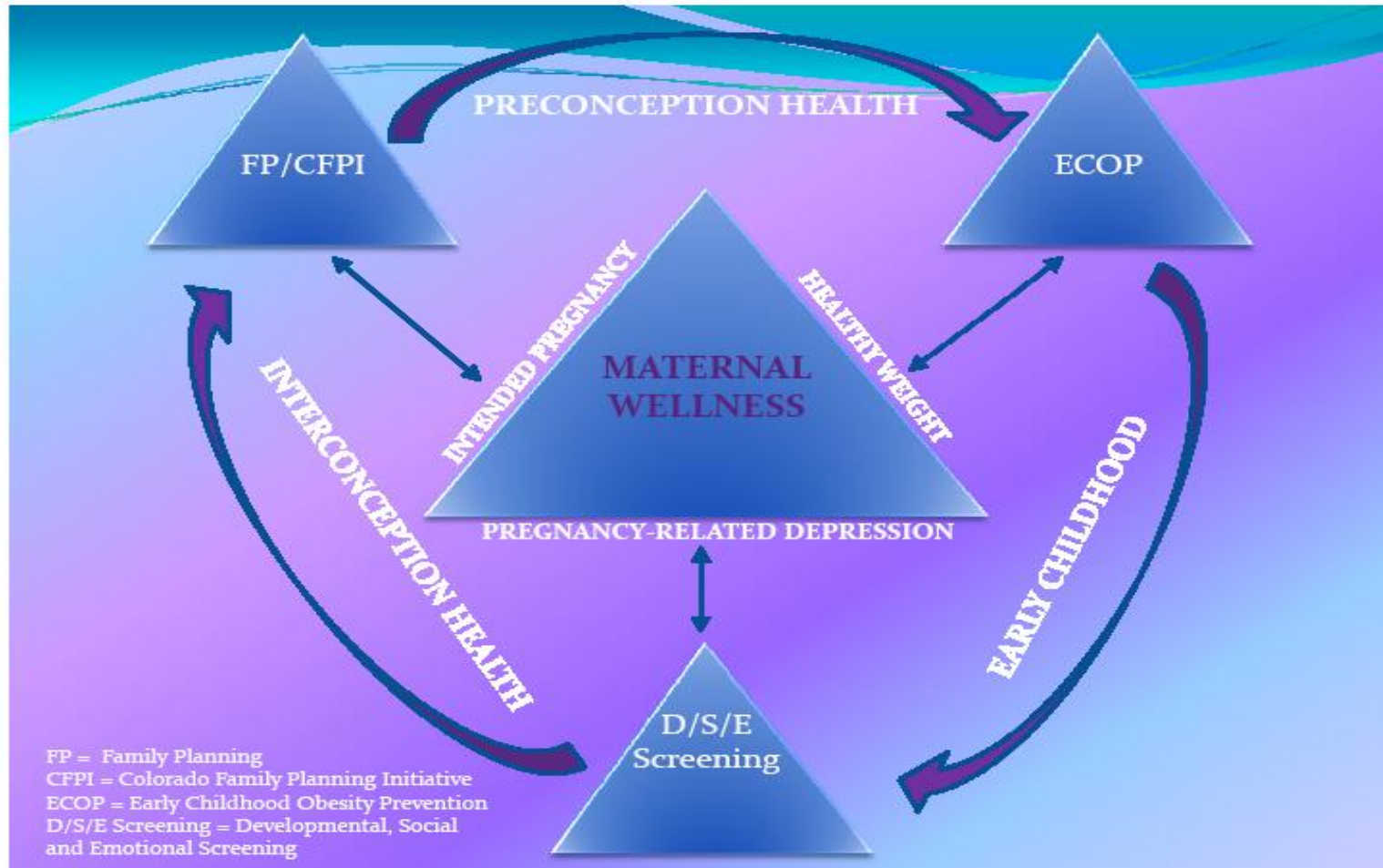


Percentage of live births to mothers who were overweight or obese based on BMI before pregnancy.

By promoting optimal maternal wellness today, we have the potential to impact the health of tomorrow's generations



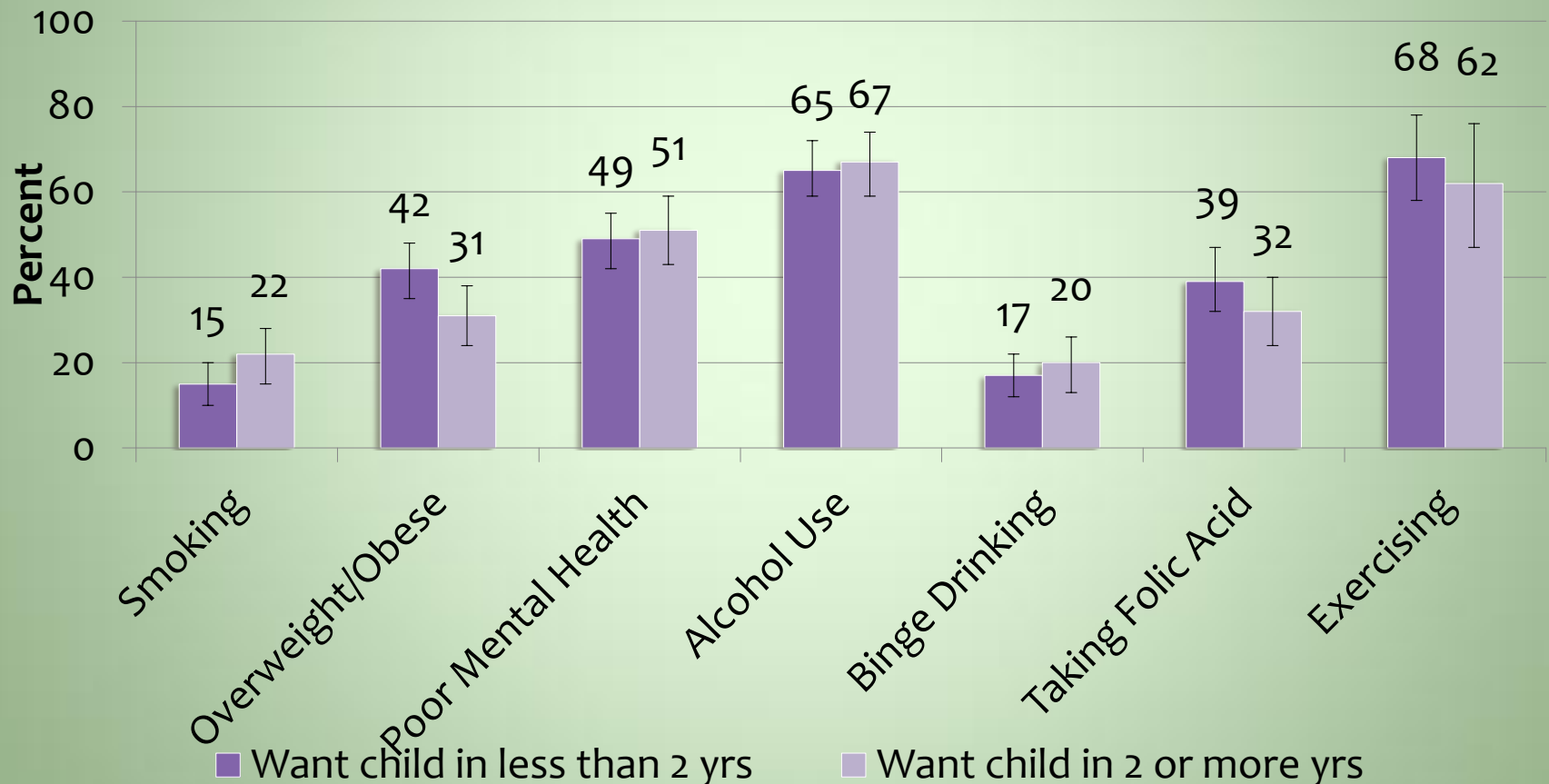
Maternal Wellness Team



Preconception Health & Preconception Care



Preconception risk and protective factors among Colorado women by when child is wanted



Colorado adults ages 18-44 years old using an effective method* of birth control, 2004-2010



*Effective methods includes tubal ligation, vasectomy, hysterectomy, oral contraceptive, injectable contraceptive, contraceptive patch, contraceptive ring, contraceptive implant or IUD

Source: Colorado Behavioral Risk Factor Surveillance System, Colorado Department of Public Health and Environment

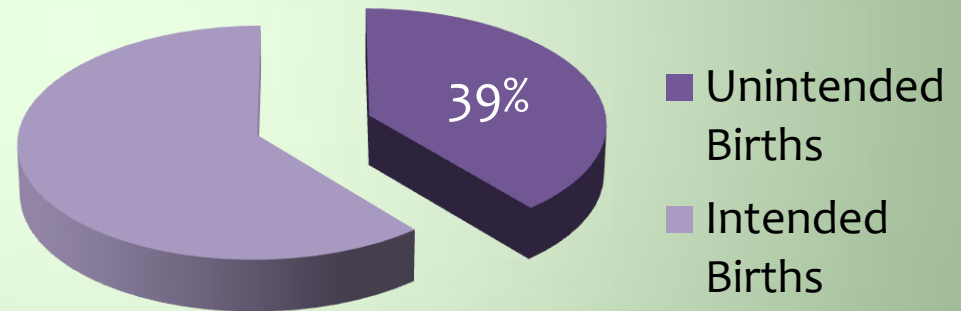
The Impact of Unintended Pregnancy

✱ Health

✱ Social

✱ Economic

Colorado Births by Pregnancy Intention



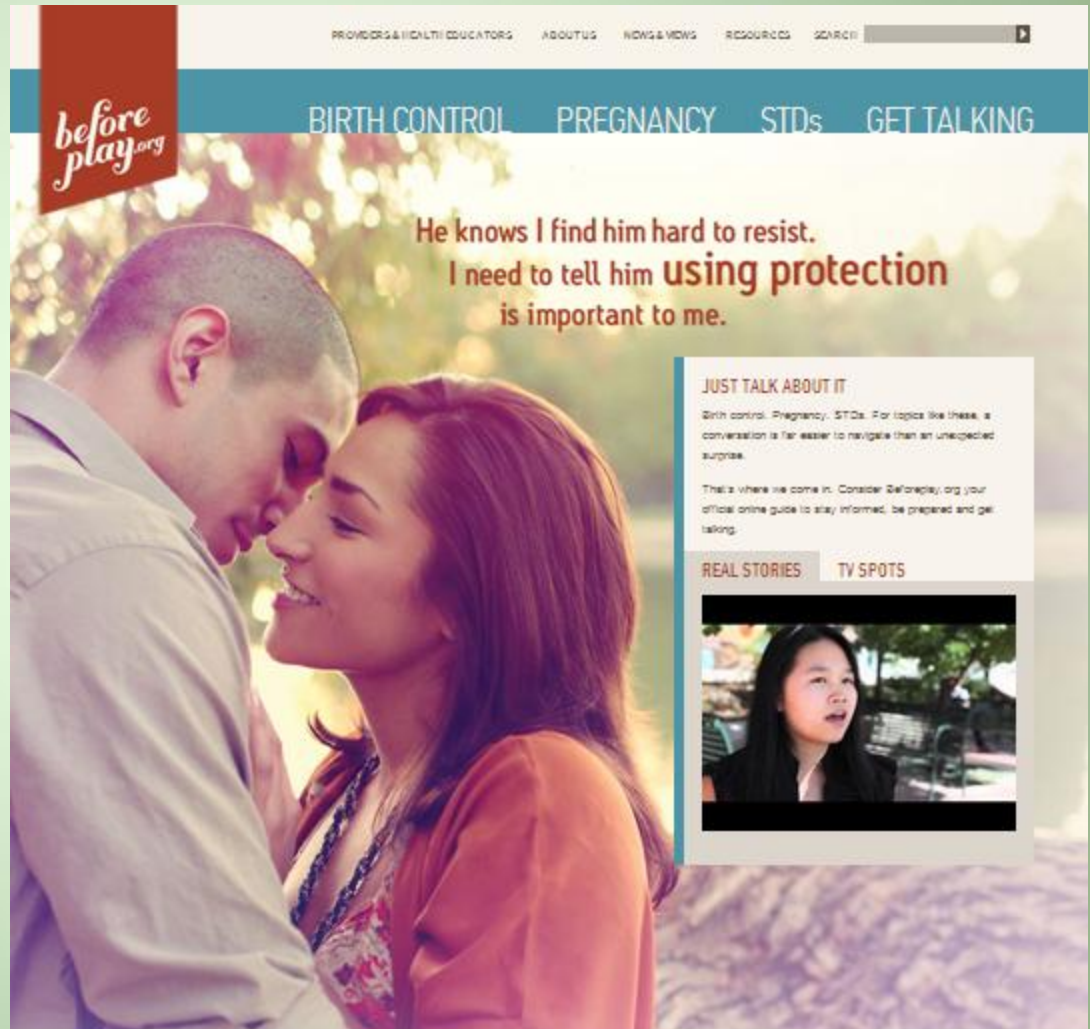
MCH Role in Promoting Intended Pregnancy

Promote and support the recently
launched social marketing campaign
Beforeplay



www.beforeplay.org

- ✧ [Clinic locator](#)
- ✧ [Get Talking Tool](#)
- ✧ [Birth Control](#)
- ✧ [Pregnancy](#)
- ✧ [STDs](#)



MCH Role in Promoting Intended Pregnancy

Develop tools to promote individual responsibility through reproductive life planning



MCH Role in Promoting Intended Pregnancy



Participate in discussions related to incorporating reproductive health services into health plans and systems

MCH Role in Promoting Intended Pregnancy



Integrate reproductive life planning
and preconception care into family
planning clinic protocols and practices

MCH Role in Promoting Intended Pregnancy and Preconception Care

Promote and inform content for trainings on the preconception and contraception clinical guidelines



Putting Guidelines into Practice: Rapid Improvement Activity (RIA)

Rapid Improvement Activity

- * 1 hour in length over breakfast or lunch
- * Training for the entire practice team
- * Guideline content is outlined

Team brainstorms ideas on integrating:

- * Content and systems change

RIA Results – case study:

- * In 69 practices in Colorado
- * 72% of identified goals retained at 3 month follow-up

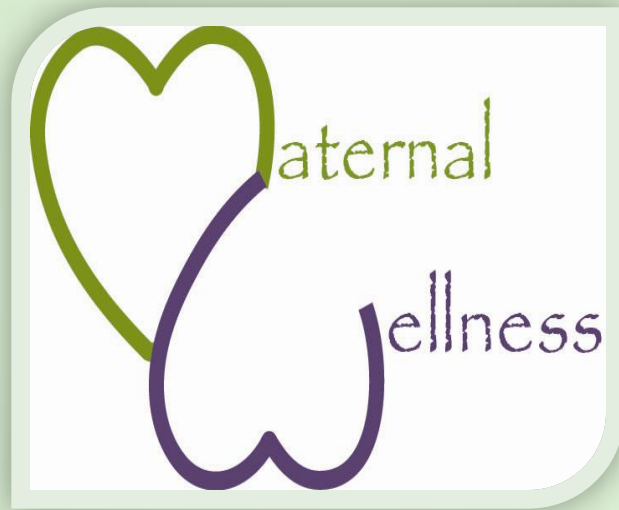
How You Can Be Involved

- ✱ Promote *Beforeplay* campaign
 - ✱ Agency websites, provide materials, contribute to blog discussions, social media, Phase II, etc.
- ✱ Identify clinics interested in HTW Guidelines training
- ✱ Provide feedback on development of family planning protocols
- ✱ Participate in Preconception Health Advisory Committee
- ✱ Promote and/or attend community trainings
- ✱ Continue to evaluate current preconception activities at local agencies

How You Can Stay Informed

- ✳ “Like” Beforeplay on Facebook or follow on Twitter
- ✳ Join the Google Groups
 - ✳ Preconception Health Google Group
 - ✳ <http://groups.google.com/group/preconception-care>
 - ✳ Health Collaboratives – Google Groups
 - ✳ Unintended Pregnancy & Obesity
 - ✳ <http://www.coprevent.org/p/prevention-priorities.html>
- ✳ Join the Maternal Wellness Update list-serv
 - ✳ If interested, email Linda Archer

Conclusion



Questions?

Contact Information

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Online Resources

- ✧ Health Watch Publication:

- ✧ <http://www.cdphe.state.co.us/hs/pubs/Preconception3.pdf>

- ✧ Clinical Guidelines:

- ✧ <http://www.healthteamworks.org/guidelines>

- ✧ Webinar on the Preconception Guideline:

- ✧ http://www.youtube.com/watch?v=zUR7pBSTcPU&feature=channel_video_title

- ✧ Beforeplay Campaign

- ✧ www.beforeplay.org

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